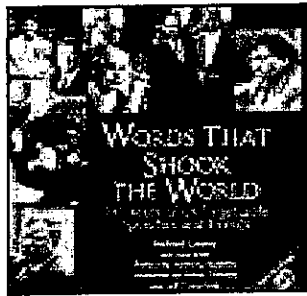


*Richard Greene's*

**Five Secrets  
Of The  
WORDS THAT SHOOK THE WORLD**



**6 CD Home Study Course  
Workbook**

*How To Shake The World with Your Words*

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**CD 4: Shake The World  
By Speaking All “Four Languages of Human Communication”**

## ***The Secret***

*The world's greatest communicators know, instinctively, that there are four "frequencies" that human being operate on, communicate with and live in and that it is never good enough to only "broadcast" or "receive" on only one or two. By developing their own ability to broadcast and receive all four languages, the greatest communicators can be on "the same wavelength" with anyone and everyone and take their audiences anywhere and everywhere!*

### **Summary**

#### **The Four Languages:**

	<b>Visual</b>	<b>Auditory</b>	<b>Auditory Digital</b>	<b>Kinesthetic</b>
<b>Words:</b>	"Look",	"Listen	"Analyze" "Feel"	
"See"	"Hear"	"Detail"	"Grasp"	
	"Picture"	"Understand"	"Specific"	"Smell"
<b>Voice Tone</b>	Fast	Conversational	Analytical	Slow
	Loud	Conversational	Soft or Loud	Soft
	High pitch	Medium pitch	Lowish	Low
<b>Body</b>	Fast	Conversational	Anal	Slow
<b>Language</b>	Animated	Average	Contracted	Sensuous
	Spontaneous	"Normal"	Controlled	Fluid
	Free	"Normal"	Up-tight	Solid
<b>Examples:</b>	Robin Williams	Ronald Reagan	Albert Einstein	Jamie Fox
<b>Attributes</b>	Creative	Thoughtful	Analytical	Warm
	High Energy	Articulate	Thorough	Connects
	Inspiring	Informative	Fascinating	Soulful
<b>Liabilities</b>	Frenetic	Uninspiring	Anal	Too Slow
	Superficial	"Average"	Impersonal	Too Sensitive
<b>How to</b>	<b>Focus on . . .</b>			
<b>Develop?</b>	"What's	"What's	"What Specifically	"What Do I
	Exciting"?	Fascinating"?	is Fascinating"?	Feel"?

1. Human Beings communicate with the world through five distinct senses: Visual, Auditory, Olfactory, Gustatory and Kinesthetic
2. Each of these five senses carries information to and from the world at different frequencies. Visual is the fastest (186,200 miles per second and trillions of Hertz), Auditory is quite a bit slower (hundreds of miles per hour and hundred or thousands of Hertz) and the Olfactory, Gustatory and Kinesthetic senses operate much slower still (in the tens of Hertz)
3. EVERY Human Being is born with all 5 senses. The Visual and Olfactory, Gustatory and Kinesthetic develop first while the language aspect of the Auditory sense takes several additional years to develop.
4. These five senses are grouped into FOUR "LANGUAGES" of human communication: The Auditory sense is broken into two languages because they are very different and the Olfactory, Gustatory and Kinesthetic senses are grouped as one, because they are very similar in how they communicate with the world.
5. The great communicators communicate in . . . are "fluent in" . . . ALL FOUR languages. Examples are: Franklin Roosevelt, John F. Kennedy, Martin Luther King, Bill Clinton and Oprah Winfrey. They can speak everyone's neurological "language", around the world.
6. The goal, of all communicators, is to become a "Four Language Communicator". This, however, is very rare. Only approximately 0.5% of all human beings have all four of their "languages" developed enough to be called a "Four Language" or "Complete" Communicator.
7. Some people are only well developed in one language, and are called "One Language Communicators". This, thankfully, is rare. Pee Wee Herman is a dramatic example of one. In his character he communicates only via the "Visual" language.
8. The vast majority of speakers are "Two Language Communicators". The most common variation of this, at least in America and especially American business is the "Auditory-Auditory Digital" combination. Bill Gates and Al Gore are good examples of this kind of "Two Language Communicator". Ross Perot, on the other hand, is an example of a "Visual- Auditory Digital" combination while Dan Quayle is an example of the "Visual-Auditory" combination.
9. About 10% of communicators reach the "Three Language" ranks. John McCain is a great example of a "Three Language Communicator" as he shows great abilities in Auditory, Auditory Digital and Kinesthetic.
10. ALL speakers can become "Four Language Communicators", and thereby liberate all of their natural "frequencies" and be seen as, and be, charismatic.

## Exercises

Most of the exercises on CD 6 are designed to help you tap into, reclaim and develop the Four Languages that reside within your neurology. They are fun and can truly be transformative.

To support you further, I wanted to share with you a Questionnaire that I give to my corporate and private clients. Take the time now, fill it out and find out how many languages you speak!

## THE FOUR LANGUAGES QUESTIONNAIRE

*Your ability, literally, to live the values you chose, or any values, depends on the depth, breadth and width or your capacity to exploit your own human capacities.*

*All human capacity derives from one of the 5 human senses:*

- 1. The ability to see, create, visualize, dream, animate, process the "big picture",*
- 2. The ability to hear, think, discuss, communicate through words and the ability to take in quantities of information and analyze that information with great precision*
- 3 – 5. The ability to taste, smell, touch and be touched, connect with one's self and others and to feel.*

*The languages, to review, are:*

- 1. Visual - The ability to see, create, visualize, dream, animate, process the "big picture",*
- 2. Auditory - The ability to hear, think, discuss, communicate through words*
- 3. Auditory Digital - The ability to take in quantities of information and analyze that information with great precision*
- 4. Kinesthetic - The ability to taste, smell, touch and be touched, connect with one's self and others and to feel.*

*It is impossible to operate at one's fullest potential as a human being without utilizing all of one's senses, or communicating with one's self and the world through all 4 languages.*

*Excellence requires the constant, and never-ending search for personal development and improvement.*

*Within your company there are many individuals who are proficient in "2 Languages", fewer who are proficient in "3 Languages" and a handful who are proficient in all "4 Languages". Those who are HIGHLY proficient in any one of the languages that you do not have proficiency in must be your*

*models, your teachers, your guides . . . to the development of that language, that capacity, in your own life experience.*

*There are two ways to generate EXCELLENCE in the four languages: 1) Modeling the behavior of those who have excellence and 2) Developing the values that are consistent with that language.*

*First, let's find out where you are:*

## **The VISUAL Language**

- 5 – Always, Very Much True
- 4 – Often, Often True
- 3 – Occasionally, Occasionally True
- 2 – Rarely, Rarely True
- 1 – Never, Never True

### **Thinking**

I think in pictures \_\_\_\_\_  
I can think quickly \_\_\_\_\_

### **Speaking**

I can speak quickly \_\_\_\_\_

### **Decision Making**

I have to "see" the details or the big picture before I decide \_\_\_\_\_  
How people or things "look" is very important to me \_\_\_\_\_

### **Moving**

I can move quickly \_\_\_\_\_

### **Excitement Level**

I have the ability to get very excited \_\_\_\_\_  
I have the ability to get excited very easily \_\_\_\_\_  
I have lots of energy \_\_\_\_\_

### **Creativity**

I am creative \_\_\_\_\_

Total: \_\_\_\_\_ divided by 10 = \_\_\_\_\_

Not Fluent

Moderately Fluent

Very Fluent

1-----2-----3-----4-----5

## The AUDITORY Language

- 5 – Always, Very Much True
- 4 – Often, Often True
- 3 – Occasionally, Occasionally True
- 2 – Rarely, Rarely True
- 1 – Never, Never True

### Thinking

I think in words, concepts or ideas \_\_\_\_\_

### Speaking

I can speak at an average, conversational pace \_\_\_\_\_

### Decision Making

I have to understand the concepts involved before I decide \_\_\_\_\_  
 How people or things "sound" is very important to me \_\_\_\_\_

### Moving

I move at an average pace \_\_\_\_\_

### Languaging Skills

I am very articulate \_\_\_\_\_  
 I can translate what I see, think or feel into words easily and effectively \_\_\_\_\_

Total: \_\_\_\_\_ divided by 7 = \_\_\_\_\_

Not Fluent

Moderately Fluent

Very Fluent

1-----2-----3-----4-----5

## The AUDITORY DIGITAL Language

- 5 – Always, Very Much True
- 4 – Often, Often True
- 3 – Occasionally, Occasionally True
- 2 – Rarely, Rarely True
- 1 – Never, Never True

### Thinking

I have a tremendous ability to think in details  
I love facts, figures, analysis

\_\_\_\_\_  
\_\_\_\_\_

### Speaking

I get wrapped up in what I am saying and can forget to pay attention to my audience

\_\_\_\_\_

### Decision Making

I have to have all of the facts and details before I decide  
How smart people are or how detailed they are is very important to me.  
I hate it when people jump to conclusions without a solid factual basis).

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### Love of Knowledge

I am driven to learn everything I can about things

\_\_\_\_\_

Total: \_\_\_\_\_ divided by 7 =

\_\_\_\_\_

Not Fluent

Moderately Fluent

Very Fluent

1-----2-----3-----4-----5

## The KINESTHETIC Language

- 5 – Always, Very Much True
- 4 – Often, Often True
- 3 – Occasionally, Occasionally True
- 2 – Rarely, Rarely True
- 1 – Never, Never True

### Thinking

I “think” in feelings

\_\_\_\_\_

### Speaking

I can speak slowly

\_\_\_\_\_

### Decision Making

I have to “feel” what is the right course of action before I decide

\_\_\_\_\_

How people or things "feel" to me is very important to me \_\_\_\_\_

**Moving**

I move slowly \_\_\_\_\_

**Connection Level**

I love to hug or touch people \_\_\_\_\_

I tune in and can feel what other people feel \_\_\_\_\_

**Passion and Emotion**

I am a passionate person \_\_\_\_\_

I have a deep capacity for experiencing emotions \_\_\_\_\_

I have a deep capacity for expressing emotion \_\_\_\_\_

Total: \_\_\_\_\_ divided by 10 = \_\_\_\_\_

Not Fluent

Moderately Fluent

Very Fluent

1-----2-----3-----4-----5

**How Many "Languages" Do You Speak?**

You may consider that you "speak" a neurological language if you are at a "3.8" or higher.

How many languages do you speak? \_\_\_\_\_

Your success in "Shaking The World" with your words is directly proportional to your fluency in these four languages. Unless you are at a 3 or 4 language fluency you are holding back significant amounts of what you are here to share with the world. Spend time with the exercises on CD 6 as you would by going to the gym to develop your muscles. As with your body, the capacity is there to develop as much as you wish. Everyone was born with the innate neurology to speak and inspire with all four languages and, in doing so, to be a profoundly charismatic human being!